

“ Internet + trade union”: new media technology and innovation with Chinese characteristics (ON Changing technology and the world of work)

SONG, HUI

China Institute of Industrial Relations

1) "Internet + trade unions" are the innovative forms of trade union organizations. They are the result of organic integration of new media and information technology (including mobile Internet, cloud computing, large data technology, etc.) with trade unions.

2) New media is the subversive deconstruction of the traditional media , which means that the interruption or even the end of the traditional media working logic. new media is to re-connect, re-construction society, and it is a new constructive tool to change market, It will not only changed the media pattern, but also changed the social power pattern.

3) The Chinese government has proposed to improve trade union work, to improve trade union synergies. China National Federation of Trade Unions proposed “Internet +” action plan, "Internet + trade unions" is an innovation of Chinese trade unions. In this way, Trade unions can represent these diverse and dispersed groups of workers nationally and internationally more broadly.

4)New media will play a constructive role in the trade union. Trade unions can orgnizate more workers conveniently and increase attractive to workers.

4, New media technology has also strengthened the communication between trade union members and improve the efficiency of trade unions. New media improve the ability of trade unions to participate in collaborative governance.